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10805873 - GAU: 3688

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		10805873
	Filing Date		2004-03-22
	First Named Inventor	Christopher D. Payne	
	Art Unit	3688	
	Examiner Name	Darnell A. Pouncil	
	Attorney Docket Number	306410.02/MFCP.140571	

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/D.P./	1	B. TEDESCHI, "Measuring Online Ad Effectiveness," nytimesi.com, November 3, 2003, <http://www.nytimes.com/2003/11/03/technology/03E3com.HTML?PAGEWANTED=PRINT & POSITION=> [Retrieved November 3, 2003]	<input type="checkbox"/>
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